

Appl. No. 09/773,943
Preliminary Amendment and
Response to Office Action

Docket No. 85804-019600

AMENDMENTS TO THE CLAIMS

1. (Currently Amended) A method for providing streaming multimedia advertisements, the method comprising:

- ~~opening a browser window;~~
- building a frame set in a said browser window at a user computer, said frame set comprising a media player frame to experience streaming content from a media player executing at said user computer and a data frame;
- ~~constructing a directory, and thereafter searching said directory for files defining the parameters of said frame set;~~
- requesting a playlist from a source on a network by said media player;
- receiving said playlist ~~at said media player~~, said playlist's contents being other than streaming content and comprising playlist comprising a list of references identifying at least one streaming advertisement content and media content, wherein each reference includes for each advertisement an indicator that indicates when the advertisement should be played in relation to the media content;
- connecting to at least one media server to retrieve said streaming advertisement and ~~said media content from said server~~ using said playlist's contents;
- receiving pushing HTML content related to the streaming content to in the
browser window; and
- simultaneously playing said streaming content ~~in on~~ said media player frame and displaying said HTML content in the data frame.

MAY-04-2006 THU 04:01 PM

FAX NO.

P. 35

Appl. No. 09/773,943
Preliminary Amendment and
Response to Office Action

Docket No. 85804-019600

2. (Previously Presented) The method of claim 1, wherein pushing includes providing the HTML content in said data frame in response to execution of an embedded command in the streaming media content, wherein said HTML content is related to the streaming content being experienced in playing on said media player frame.

3. (Cancelled)

4. (Previously Presented) The method of claim 1, further comprising logging play of any advertisement on a server.

5. (Previously Presented) The method of claim 1, wherein receiving pushing includes:

receiving an emedded embedding a script command into the streaming media or advertisement content that references said HTML content related to said streaming media or advertisement content, wherein said HTML content is stored at a remote server.

6. (Previously Presented) The method of Claim 1, wherein the indicator indicates that the advertisement be played one of before, during or after the media content is played.

Appl. No. 09/773,943
Preliminary Amendment and
Response to Office Action

Docket No. 85804-019600

7. (Previously Presented) The method of Claim 5, further comprising, where the streaming content includes an advertisement, logging the viewing of said advertisement using said script command.

8. (Currently Amended) A method for providing streaming multimedia content, the method comprising:

opening a browser window;

building a frame set in said browser window, said frame set comprising a media

player frame to experience streaming content from a media player

executing at said user computer and a data frame;

requesting a playlist for said media player;

receiving said playlist at said media player, said playlist's contents which are

other than playlist-identifying streaming advertisement and media content

identify said streaming content, and comprise an identifier identifying

when the advertisement content should be played in relation to the media content;

connecting to at least one media server to retrieve said streaming advertisement

and ~~said~~ media content from said at least one media server using said

media player and said playlist's contents, wherein said streaming content

includes one or more embedded commands that references HTML content corresponding to said streaming content;

playing said streaming content on said media player;

Appl. No. 09/773,943
Preliminary Amendment and
Response to Office Action

Docket No. 85804-019600

executing said ~~one or ore~~ more embedded commands to retrieve the referenced
HTML content; and
displaying the retrieved HTML content in the data frame concurrently with the
streaming content playing on the media player.

9. (Currently Amended) A method for providing streaming multimedia
advertisements, the method comprising:
opening with a browser a browser window including a media player frame and a
data frame;
requesting a playlist for said media player;
receiving said playlist, said playlist's contents which are other than streaming
media comprise playlist-comprising a list of references identifying
streaming advertisement ~~content~~ and media content, wherein each
reference includes for each advertisement an indicator that indicates when
the advertisement should be played in relation to the media content;
connecting to at least one media server to retrieve said streaming advertisement
and said media content from said at least one media server using said
media player and said playlist's contents;
pushing HTML content related to the streaming content to the browser;
simultaneously playing said streaming content on said media player and
displaying said HTML content in the data frame.

Appl. No. 09/773,943
Preliminary Amendment and
Response to Office Action

Docket No. 85804-019600

10. (Previously Presented) The method of claim 9, wherein pushing includes providing the HTML content to said data frame in response to execution of an embedded command in the streaming media content, wherein said HTML content is related to the streaming content playing on said media player.

11. (Previously Presented) The method of claim 9, wherein pushing includes embedding a script command into the streaming media or advertisement content that references said HTML content related to said streaming media or advertisement content, wherein said HTML content is stored at a remote server.

12. (Currently Amended) A method for providing streaming multimedia advertisements, the method comprising:

receiving a request for a playlist;

building a playlist using information included in the request, the playlist's

contents are other than streaming media and comprise playlist comprising

a list of references identifying streaming advertisement content and media

content, wherein each reference identifying advertisement content

comprises an indicator of when the advertisement should be played in

relation to the media content; and

transmitting the playlist to a user computer.

MAY-04-2006 THU 04:03 PM

FAX NO.

P. 39

Appl. No. 09/773,943
Preliminary Amendment and
Response to Office Action

Docket No. 85804-019600

13. (Previously Presented) The method of claim 12, wherein the information comprises identification of a location of information for configuring a frame set, which comprises a media player and a data frame, on said user computer.
14. (Previously Presented) The method of claim 12, further comprising:
in response to a request from the user computer, streaming content to said user computer; and
pushing HTML content related to the streaming content to the user computer, wherein display of the HTML content is synchronized with playback of the streaming content at the user computer.
15. (Previously Presented) The method of claim 14, wherein streaming content to said user computer further comprising:
embedding a script command in the streaming content, wherein the script command references the HTML content.
16. (New) A method for execution by at least one server to provide streaming content, the method comprising:
receiving a request for a playlist from a user computer, the request including advertisement placement information;
building a playlist using the advertisement placement information such that the playlist includes a reference to streaming advertisement content, or a reference to streaming media content which has at least one embedded

Appl. No. 09/773,943
Preliminary Amendment and
Response to Office Action

Docket No. 85804-019600

command including advertisement identification information to be
processed as the streaming media content is being experienced at said user
computer, or both; and
transmitting the playlist to the user computer.

17. (New) The method of claim 16, wherein the advertisement identification
information of the command embedded in the streaming media content comprises information to
identify streaming advertisement content to be played at said user computer.

18. (New) The method of Claim 16, further comprising logging a viewing of said
streaming advertisement content.

19. (New) The method of claim 16, wherein the playlist further comprises a reference
to a streaming media content which has at least one command including non-streaming content
identification information to be processed as the streaming media content is being experienced at
said user computer, the non-streaming content identification information of the command
embedded in the streaming media content is used to identify HTML content to be displayed
while said streaming media content is being experienced at said user computer.

20. (New) The method of claim 19, wherein the HTML content is displayed in a data
frame of a browser window at said user computer while said streaming media content is being
experienced in a media frame of said browser window.

MAY-04-2006 THU 04:04 PM

FAX NO.

P. 41

Appl. No. 09/773,943
Preliminary Amendment and
Response to Office Action

Docket No. 85804-019600

21. (New) The method of claim 19, wherein the streaming media content has two embedded commands, the first embedded command identifies first HTML content and the second embedded command identifies second HTML content.

22. (New) The method of claim 21, wherein said second HTML content is default HTML content, and said second embedded command is used to display said default HTML content after said first HTML content is displayed.

23. (New) The method of claim 16, wherein the request includes advertisement selection information, the method further comprising:

selecting the streaming advertisement content using the advertisement selection information included in the request.

24. (New) The method of claim 23, further comprising:

including a reference to the selected streaming advertisement content in the playlist.

25. (New) The method of claim 23, further comprising:

modifying the streaming media content to include the embedded command, so that the streaming media content includes the advertisement identification information to identify the selected streaming advertisement content.

Appl. No. 09/773,943
Preliminary Amendment and
Response to Office Action

Docket No. 85804-019600

26. (New) The method of claim 23, wherein the advertisement selection information comprises duration information.